

Hilarie Houghton

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- Objective** To use my 12+ years of marketing and communication experience in a virtual global environment, while contributing to the “greater good” and adding value to those around me.
- Skills** Writing, Editing, Scriptwriting, Communications, AP Style, Content creation, Proofreading, Multitasking, Marketing, Problem solving, Cross-functional team collaboration, Process management, Public & Media Relations, Public Speaking, Leadership, Influencer, People Management, Social Media, Photoshop, InDesign, and Video Production Skills
- Education**
- Masters in Business Administration**
2006 – 2008 *University of Central Oklahoma (UCO)* Edmond, OK
Cumulative GPA: 3.42/4.00
- Bachelor of Arts in Journalism Public Relations
& Bachelor of Arts in Communication Broadcasting**
2002 – 2005 *University of Central Oklahoma (UCO)* Edmond, OK
Cumulative GPA: 3.76/4.00
- Associate Arts Degree**, Musical Theater emphasis
2000 – 2002 *Western Oklahoma State College (WOSC)* Altus, OK
Cumulative GPA: 3.79/4.00 – Magna Cum Laude
- Experience**
- Senior Manager, Executive Communications** (2019 – current)
Blue Cross and Blue Shield of Texas – Richardson, TX
- Continuing oversight of the multimedia team (as noted below in previous role)
 - Collaborating with creative teams to align video content with company’s key messages
 - Assign, track, manage, prioritize all tasks for timely delivery of various productions
 - Producing documentary-style videos that tell the stories of Medicaid customers:
 - Working Mother Finds a Way to Breastfeed Premature Twins:
<https://youtu.be/jgfCXoGKRll>
 - Teenager Makes Great Strides Through Medicaid Therapies:
<https://youtu.be/t0NwGMhJmh4>
 - Served as executive producer for ongoing video series happening simultaneously
 - Supporting grassroots efforts to educate government agencies, industry experts and public
 - Using data and analytics to drive evolution of various productions
 - Refreshing our customizable “modular” video project to bring added value to B2B clients
 - Consistently establishing best practices and processes in an everchanging landscape
 - Launching educational Blue Buzz video series:
<https://youtube.com/playlist?list=PL9DmcGeb0bd2E5TfDm6yUcE-vSPrbmEHE>
 - Garnering new YouTube subscribers through efforts as exec producer/writer/talent
 - Leading video production team to offer unique value during COVID-19 pandemic
 - Evolving our traditional multimedia productions in light of limitations
 - Helping lead efforts on the COVID-19 video series
 - Ensuring multiple digital productions aligned with company’s COVID-19 initiatives
 - Serving as 2020 Co-Chair of Management Steering Committee in TX, IL, NM, OK and MT
 - Hosted company’s first-ever Facebook Live event: <https://youtu.be/vDMU4dSsuqg>

Manager, Executive Communications (2015–2019)

Blue Cross and Blue Shield of Texas – Richardson, TX

- Overseeing all BCBSTX multimedia productions
 - Managing two studios, including local videographers and an Austin videographer
 - Established a new second multimedia studio in Austin
 - Launching the company's first-ever Spanish language video capabilities
 - Producing the company's Blue Promise podcast and video blog:
<https://youtube.com/playlist?list=PL9DmcGeb0bd23qxwdyKd7TaJy-dM0iX7T>
 - Overseeing production for policy-based www.LoneStarHealthNews.com
 - Identifying and shaping best practices for the department
 - Supporting sales teams with customized videos for prospects
 - Creating value for clients through various videos
 - Serving as producer, anchor and writer of weekly newscast for employees
 - Writing and directing production of radio PSAs
 - Ensuring videos are fully leveraged on internal/external social media platforms, newsletters, websites, digital ads and through the latest technologies available.
- Temporarily maintained responsibilities of Communication Consultant III, as seen below
- Established and oversaw work of Texas Network Communications Consultant (2015-2018)
- Temporarily managed sports sponsorships valued at \$1M
- Coordinated the launch of new communications strategies and campaigns

Communications Consultant III (2013–2015)

Blue Cross and Blue Shield of Texas – Richardson, TX

- Founded company's speakers bureau and provided strategic support for spokespeople
- Collaborated with internal stakeholders to ensure alignment of strategic communications
- Developed exec presentations and oversaw public speaking engagements (avg. 80/year)
- Served as writer, reviewer and editor of executive's public editorials and articles
- Supported Texas President with communications, events and special projects
- Increased public visibility/credibility through multi-year thought leadership plans for executives
- Served as video talent for monthly internal video news segment, BCBSTX-TV
- Managed relationships and activated company's highest-profile political sponsorships

Sr. Supervisor, Public Relations (2011–2013)

Blue Cross and Blue Shield of Oklahoma – Tulsa, OK

- Supervised four PR team members, including one remote employee
- Assisted with the coordination of the department's budget of more than \$1 million
- Lead PR efforts for new initiatives, including coordinating a local press conference
- Served as onscreen talent in weekly newsletter videos across OK, NM, TX and IL
- Oversaw the department's strategic engagement with Oklahoma media
- Modernized the company's anti-tobacco contest for Oklahoma schools
- Established various policies and procedures for the department
- Handled challenging communications for a subsidiary exiting the insurance market
- Served as emcee for company's annual "State of the Plan" address to all employees

Communications Consultant (2008–2011)

Blue Cross and Blue Shield of Oklahoma – Tulsa, OK

- Responsible for the creation of various internal, external and media-specific communications
- Coordinated employee involvement in large internal and external events
- Served as creator of presentations and writer of talking points for plan executives
- Wrote newspaper editorials, presentations, newsletter articles, etc.
- Pitched various news to local media and monitored daily media clips
- Pioneered *Economics of Health Care* series, later implemented as an enterprise-wide initiative

Executive Assistant/Human Resources Manager (2005–2008)

Commissioners of the Land Office – Oklahoma City, OK

- Managed agency's HR, Retirement, Insurance and internal communications
- Created and maintained new public website, intranet site, newsletter and annual reports
- Facilitated monthly Commission meetings with Governor and other state elected officials

Minerals Management Division Assistant (2002 – 2005)

Commissioners of the Land Office – Oklahoma City, OK

Other

- Founder of “Joy, Grief & Authenticity” video blog, available at hilariehoughton.com
- Repertory Community Theatre Board Member (2019-2022)
- Leader within Blue Cross and Blue Shield of Texas
 - 2020 Co-Chair of HCSC's Management Steering Committee
 - Women Improving the Strength of Enterprise Business Resource Group
 - State Chairperson, Vice President, Mentor, Mentee
 - Political Action Committee member (2013 – present)
- Worship Leader, Social Media Specialist, and Family Group Leader
- Dallas Regional Chamber Communications Council member (2015 – 2019)
- Dallas Regional Chamber LEAD Young Professionals, Class of 2018
- Leadership Richardson, Class of 2017
- Public Relations Society of America (PRSA) of Dallas
 - Board Member, Mentor and Co-Chair of 2016 “UnSummit” (TEDx style event)
- Route 66 Marathon External Communications Board Director (2012)
- Tulsa YWCA Board Member (2013)